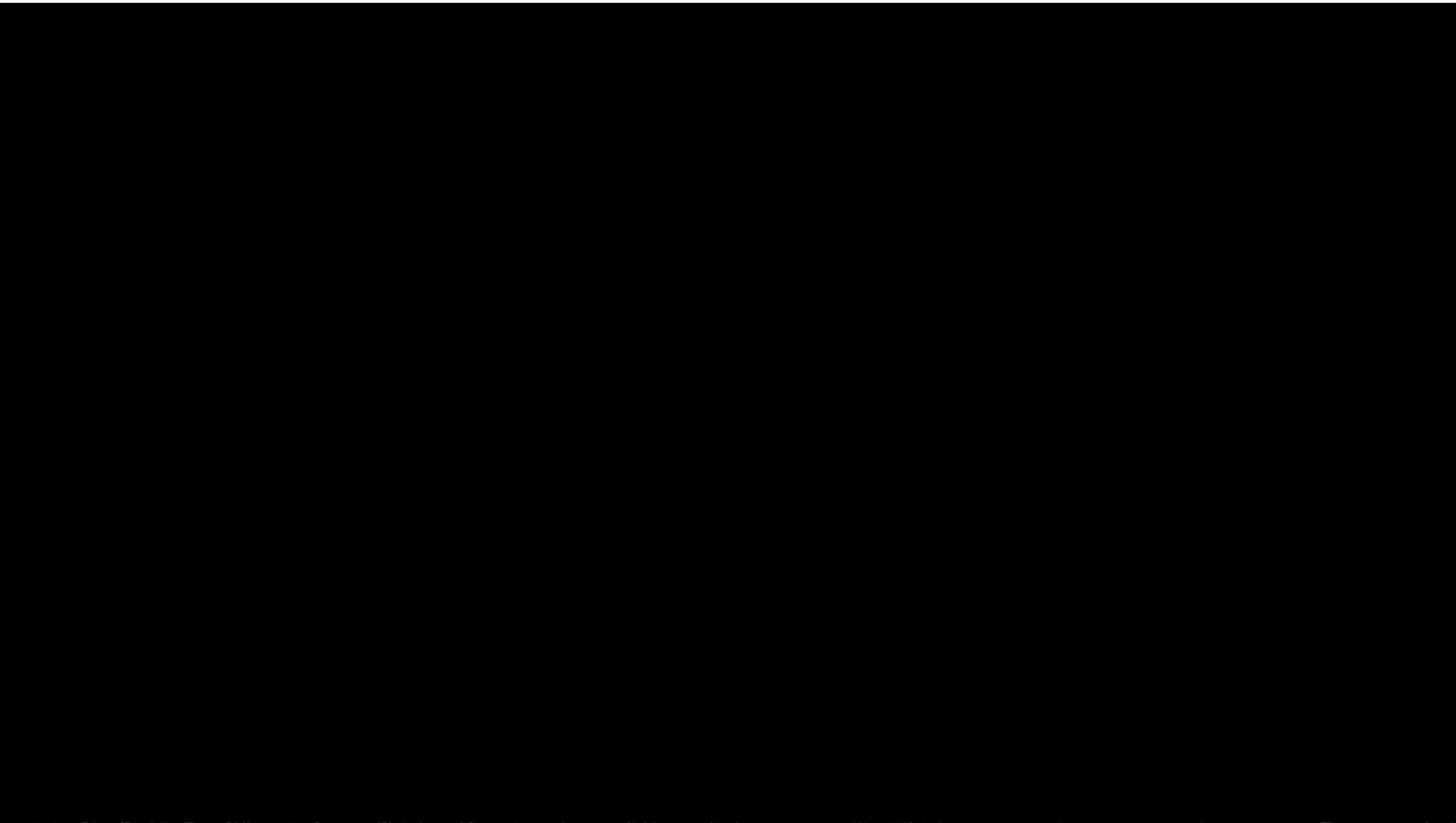




2022 GOLD PARTNER UTAH TOURISM



UTAH DAYS OF '47
RODEO
PRESENTED BY ZIONS BANK





2021, A RECORD YEAR!



2021 AT A GLANCE

#SALT LAKE
GRITTY
ESTD 1847

TICKETS ISSUED

39,107

13% INCREASE

ECONOMIC IMPACT

TOTAL DIRECT IMPACT:

2019: \$4.13 M

2021: 5.9M

CBS & PLUTO TV: **696,000** EST. VIEWERS

LOCAL MEDIA **3,048,356** EST. VIEWERS +3%

OVERALL BRAND EXPOSURE: EST. **3,744,356** VIEWERS -28%

FREE

FRONTIER FUN ZONE

CARNIVAL

10 FOOD VENDORS

AC TENT FOR 12 COMMERCIAL VENDORS

FREE MECHANICAL BULL RIDES

FREE PETTING ZOO & PONY RIDES

INTERACTIVE ACTIVITIES FOR THE FANS INCLUDING
HANDCART EXPERIENCE, PIONEER ENCAMPMENT,
LONGHORN DISPLAY, NATIVE AMERICAN EXHIBIT &
MOUNTAIN MAN CAMP

NEW IN 2021

LARGEST YOUTH RODEO IN UTAH

\$50,000 PAYOUT

ROAD TO THE HORSE COLLEGIATE CHALLENGE

\$35,000 PAYOUT

FAN SWEEPSTAKES

\$29,500 PAYOUT

FANS RATED

THE EVENT **9.2/10**

\$1,000,000

& GOLD, SILVER, BRONZE MEDALS

COMBINED PAYOUTS OF ALL EVENTS



SPENDING PER GROUP — BY GROUP TYPE

- AVERAGE PEOPLE PER GROUP VARIED BY GROUP TYPE:

- 4.1 PEOPLE PER DAY-COMMUTING (DC) GROUP

- 3.0 PEOPLE PER OVERNIGHT (ON) GROUP

- 2.9 PEOPLE PER FAMILY/FRIENDS (FF) GROUP

SPENDING PER PARTY - BY GROUP TYPE

| CATEGORY | DC | ON | FF |
|------------------|-----------------|-----------------|-----------------|
| Restaurants/Bars | \$42.50 | \$81.25 | \$64.20 |
| Groceries | \$13.06 | \$35.55 | \$32.24 |
| Clothing | \$11.36 | \$67.50 | \$100.00 |
| Local Transport | \$5.50 | \$29.15 | \$18.00 |
| Daytime Entert | \$19.40 | \$45.00 | \$57.20 |
| Nighttime Entert | \$5.50 | \$33.75 | \$50.00 |
| Gas/Auto | \$20.20 | \$35.15 | \$15.75 |
| Miscellaneous | \$8.00 | \$10.00 | \$12.00 |
| TOTAL | \$125.52 | \$337.35 | \$349.39 |





UTAH DAYS OF '47
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TOTAL DIRECT SPENDING BY ATTENDEES
(EXCLUDING LODGING)

TOTAL DIRECT SPENDING - EVENT ATTENDEES (by group type and totals)

| <u>CATEGORY</u> | <u>DC</u> | <u>ON</u> | <u>FF</u> | <u>TOTAL</u> |
|----------------------|------------------|--------------------|--------------------|--------------------|
| Restaurants/Bars | \$180,200 | \$338,792 | \$203,578 | \$722,570 |
| Groceries | \$55,374 | \$148,235 | \$102,233 | \$305,842 |
| Clothing | \$48,166 | \$281,458 | \$317,100 | \$646,725 |
| Local Transport | \$23,320 | \$121,548 | \$57,078 | \$201,946 |
| Daytime Entert | \$82,256 | \$187,639 | \$181,381 | \$451,276 |
| Nighttime Entert | \$23,320 | \$140,729 | \$158,550 | \$322,599 |
| Gas/Auto | \$85,648 | \$146,567 | \$49,943 | \$282,158 |
| <u>Miscellaneous</u> | \$33,920 | \$41,698 | \$38,052 | <u>\$113,670</u> |
| TOTAL | \$532,205 | \$1,406,665 | \$1,107,916 | \$3,046,786 |

LODGING EXPENDITURES

2021 COWBOY GAMES AND RODEO



| | |
|---------------------------|------------------|
| Average Daily Rate | \$93 |
| Average # of Rooms | 1.25 |
| Average # of Nights | 2.75 |
| # of Groups | 1283 |
| TOTAL LODGING EXPD | |
| BY EVENT ATTENDEES | \$410,159 |



| | |
|-----------------------------|--------------------|
| TOTAL LODGING | \$410,159 |
| ALL OTHER ATTENDEE SPENDING | \$3,046,786 |
| TOTAL IMPACT | \$3,456,945 |

TOTAL DIRECT SPENDING BY ATTENDEES

(INCLUSIVE OF LODGING)



UTAH DAYS OF '47
RODEO
PRESENTED BY ZIONS BANK



TOTAL DIRECT SPENDING BY EVENT PARTICIPANTS

(INCLUSIVE OF LODGING)

TOTAL DIRECT SPENDING - EVENT PARTICIPANTS

| | Pro Rodeo <u>Compt</u> | Other <u>Compt</u> | Pro Rodeo <u>Staff/Ven</u> | Other <u>Staff/Ven</u> | <u>TOTAL</u> |
|------------------------|---------------------------|-----------------------|-------------------------------|---------------------------|-------------------------|
| People | 350 | 428 | 776 | 520 | ** |
| Days | 2.5 | 2 | 7 | 7 | ** |
| ADR | \$100 | \$100 | \$90 | \$90 | ** |
| Lodging Expd | \$87,500 | \$85,600 | \$488,880 | \$327,600 | \$989,580 |
| <u>All Other Spend</u> | <u>\$35,000</u> | <u>\$34,240</u> | <u>\$195,552</u> | <u>\$131,040</u> | <u>\$395,832</u> |
| Total | \$122,953 | \$120,370 | \$685,305 | \$459,257 | \$1,387,885 |



UTAH DAYS OF '47
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OTHER IMPACTS - TOTAL SPENDING AND TOTAL INCOME

| | <u>Attendees</u> | <u>Participants</u> | <u>TOTAL</u> |
|------------------------|--------------------|---------------------|--------------------|
| Direct Spending | \$3,456,945 | \$1,387,885 | \$4,844,829 |
| Total Spending | \$5,289,125 | \$2,123,463 | \$7,412,589 |
| Total Income | \$4,231,300 | \$1,698,771 | \$5,930,071 |

**ADDITIONAL
IMPACTS**



FISCAL IMPACTS

FISCAL IMPACTS

| | <u>Attendees</u> | <u>Participants</u> | <u>TOTAL</u> |
|--------------|------------------|---------------------|--------------|
| Local County | \$158,832 | \$63,768 | \$222,600 |
| State | \$248,430 | \$99,739 | \$348,169 |
| Total | \$407,263 | \$163,507 | \$570,769 |



UTAH DAYS OF '47
RODEO
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TOTAL DIRECT SPENDING - ATTENDEES AND PARTICIPANTS

| | <u>Attendees</u> | <u>Participants</u> | <u>TOTAL</u> |
|------------------------|--------------------|---------------------|---------------------------|
| Lodging Expd | \$410,159 | \$989,580 | \$1,399,739 |
| <u>All Other Spend</u> | <u>\$3,046,786</u> | <u>\$395,832</u> | <u>\$3,442,618</u> |
| Total | \$3,456,945 | \$1,387,885 | \$4,844,829 |



UTAH DAYS OF '47
RODEO
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TOTAL DIRECT SPENDING IMPACT (BOTH ATTENDEES AND PARTICIPANTS)



2021 PARTNERS

WITHOUT THE
INCREDIBLE SUPPORT OF
THESE PARTNERS, WE
WOULD NOT BE ABLE TO
CONTINUE TO ENSURE OUR
HERITAGE IS NOT
FORGOTTEN



PRESENTED BY:

ZIONS BANK®

PIONEER PARTNERS:



UTAH SPORTS
COMMISSION



Utah Department of
Heritage & Arts

LIFE
UTAH
ELEVATED®

GOLD PARTNERS:

Wrangler



**Intermountain®
Healthcare**

SILVER PARTNERS:

LARRY H. & GAIL
MILLER
FAMILY FOUNDATION



HUNTSMAN
FOUNDATION



ARIAT®



BRONZE PARTNERS:



R&R BBQ

PARTNERS:



Larry H. Miller
Dealerships



Deseret Book



The Salt Lake Tribune

DONORS:



DAN SHAW



KEM GARDNER



CRAIG PETERSON

NATIONAL MEDIA EXPOSURE LIVE NATIONAL BROADCAST

Over \$795,000 of Media Value

CBS



1 Hour
Of Programming

446,000

VIEWERS



525,000

AT PEAK.



*41% LESS THAN 2019 DUE TO OLYMPIC COVERAGE IN THE SAME TIME SLOT

#4

OF ALL

SPORTING EVENT ACROSS

BROADCAST & CABLE

NETWORKS IN THAT TIME PERIOD

DELIVERED MORE VIEWERS ON AVERAGE THAN THE BIG 3 BASKETBALL LEAGUE ON CBS (424K), MLB REGULAR SEASON ON FSI (359K), U.S. SENIOR WOMEN'S OPEN GOLF ON GOLF CHANNEL (282K) AND MLB REGULAR SEASON ON MLB NETWORK.



LIVE DAILY

WITH AN AVERAGE OF

250,000

ESTIMATED VIEWERS.



#SALT LAKE
GRITTY

ESTD 1847



LOCAL MEDIA RESULTS

2021 Stats

- 30 hours of programming
- 19 total broadcast outlets
- 3,048,356 est. viewers/listeners



2019 Stats

- 24.5 hours of programming
- 20 total broadcast outlets
- 2,956,250 est. viewers/listeners





PUBLICITY VALUE IN 2021

- TOTAL LOCAL IMPRESSIONS: 1 MILLION+
- TOTAL LOCAL MARKET PUBLICITY VALUE: \$120,000
- STATION PARTICIPATION: KSL, KUTV, KTVX, KSTU, UNIVISION, TELEMUNDO, DESERET NEWS, SALT LAKE TRIBUNE, KSL.COM, KUER, KBUL, KSOP, ETC.



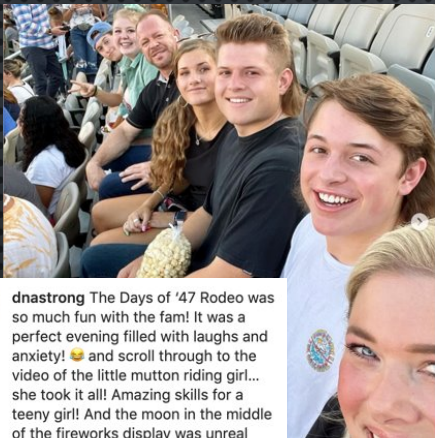
SOCIAL MEDIA GROWTH

| | Likes | Followers | Reach | Engagements |
|------|--------|-----------|---------|-------------|
| 2019 | 24,366 | 24,545 | 29,915 | 418 |
| 2020 | -0.68% | -0.98% | -2.47% | +15.73% |
| 2021 | +5.18% | +5.53% | +61.18% | +84.31% |

* Paid reach for 2021 was 189,782



SWEET PRAISES! 9.5 OUT OF 10 ON EXIT SURVEYS



dnastrong The Days of '47 Rodeo was so much fun with the fam! It was a perfect evening filled with laughs and anxiety! 🤔 and scroll through to the video of the little mutton riding girl... she took it all! Amazing skills for a teeny girl! And the moon in the middle of the fireworks display was unreal along with the southeastern orange skies from the sun setting in the west!

Charles Burnside
Great night, even with the rain delays. Thank you all.

Madeline Utai 📌 recommends Days of 47 Rodeo. July 23 at 6:49 AM - 🌐
Great place/event to take your family to and just enjoyed the activities, food, rides and the rodeo. Commemorating the Pioneers.. celebrating the holiday

autumnsgypsi Thank You to all those working tirelessly to make this a safe and fun rodeo for us all. Your efforts are not gone unnoticed. THANK YOU ALL!!! 🥰🥰

Channing Thomsen
We had a blast last night!
Like · Reply · Message · 3d

Leslie Maynard
Amazing effort!
Like · Reply · Message · 3d

Madisen Granado
Incredible!!
Like · Reply · Message · 3d

Karen Schladoer
You guys are awesome!!!
Like · Reply · Message · 3d

Bobbie Stone
Thank y'all so much for this.
Like · Reply · Message · 4d

Sheri Earl Young
It was amazing last night! Thank you!
Like · Reply · Message · 3d



superlucia33 🌟 All of it is next level entertainment and fun !! 🔥🔥

Kathy Boren
Wow what a great rodeo. Kudos to you for making the ground amazing Can't wait to watch the next one. Thank you
Like · Reply · Message · 2d

Jane Arnold
My first rodeo. I loved it, it was so much fun watching these great athletes. These girls were all so fast. Amazing. Thanks for the great show. Congratulations to all of the winners, and all the participants.
Like · Reply · Message · 2d



imkateharrison What a great week it was in Salt Lake City. @daysof47rodeo and @wcrarodeo know how to put on an incredible rodeo and I'm just thankful to be part of it. The Gold Medal Round will be on CBS, July 31st at 1 PM ET.

TICKET SALES

Total Tickets Sold

2021

45,574

Tickets Sold



10.38%

From 2019

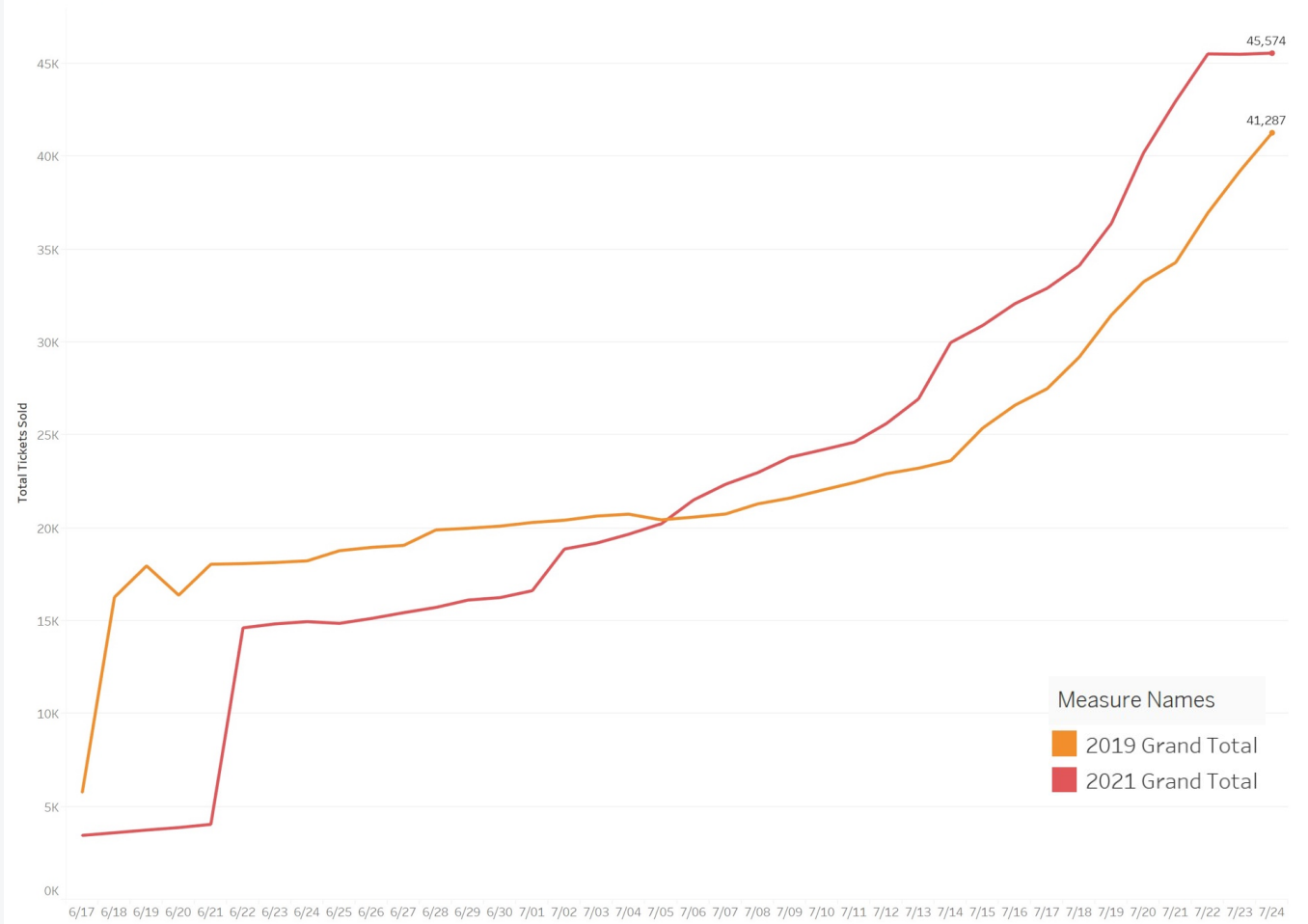
2019

41,287

Tickets Sold



Total Tickets Sold



Measure Names

2019 Grand Total

2021 Grand Total

OF UTAH.
yed in 1849 and 1850

NOW THE OFFICIAL RODEO OF THE
STATE OF UTAH, INCLUDING COMPLETE
REBRANDING



UTAH
DAYS OF '47
RODEO
PRESENTED BY ZIONS BANK



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RODEO
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